



**WACS Fall Meeting 2019**  
**Fluno Center, Madison, WI**  
**October 23<sup>rd</sup> – October 25<sup>th</sup>, 2019**  
**Store Registration Form**



Welcome to Madison and the 2019 annual Wisconsin Association of College Stores conference. We are excited for you to visit our capitol city!

We have a great show planned for you which includes sessions from professors in the University of Wisconsin – Madison’s School of Human Ecology. Christine Whelan will be helping us work on our **Authentic Purpose: Finding Joy at Work**. For more about Christine Whelan, visit <http://www.christinewhelan.com>.

Jerry O’Brien is the Director of the Kohl’s Center for Retailing in the School of Human Ecology at the University of Wisconsin – Madison. He is going to talk to us about **Connecting with the Passion of Customers**.

Fan favorite Paula Haerr from ICBA will be back for **Trend Chat with ICBA’s Paula Haerr** where she will be showing examples of product trends and how to merchandise these best sellers in your store. She will also be facilitating the ‘show and tell’ portion of the show where you bring in items that have been working for your stores to share with the membership. New this year we are going to have a **What’s Hot in Marketing** session where Erin Lambert, The University Book Store’s Marketing Supervisor is going to share some things that work in our store and she will also will open it up to other stores to share their marketing successes. Make sure to bring something to share whether it be ads that you have done or special sales in your store that students and Alumni love!

Text buyers we have a treat for you! Cary Caldwell has a session about **Affordability, Access and Equity** It’s a session not to be missed by your textbook staff!

On our last day we close out the event with a session lead by Chad Schreier the current NACS President. We thought it was important to hear about what is going on with NACS this year and hear what great changes are going on in our industry. We are excited to hear what Chad has to say and to give the membership a chance to ask questions. After Chad, we will have the popular student panel so we can get into the mind of the current college student about what they like and what we can improve upon in our stores!

Now on to the networking! Once again on Wednesday we will be holding our White Elephant Exchange. Bring a gift to contribute and you will either take home something fabulous...or you will be stuck with a conversation starter. On Thursday you will be able to spend the WACS cash you earned by attending sessions and visiting trade show booths. The more sessions and booths you visit the more cash you earn!



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Show is being held at the Fluno Center, 601 University Ave, Madison, WI 53715. Hotel rooms are available in the same facility as the show!

Hotel reservations can be made by calling the Fluno Center to receive the negotiated rate. Call **1-877-773-5866** by **September 22, 2019**. You must identify yourself as members of **WISCONSIN ASSOCIATION OF COLLEGE STORES**.

Or book online:

<http://bookings.ihotelier.com/bookings.jsp?groupID=2622608&hotelID=76764>

This show is sure to fill up fast. Please get your registration forms in early!!! Forms are due October 2, 2019. Rates increase after October 2. (Please note, refunds will NOT be granted after October 15.)

This year we are going to prorate your membership to December because we hope to make the membership calendar year for 2020. If you are a member now for 2018-2019, please pay member prices. If you want to be a vendor member for 2020, pay the Non-Member prices now and we will vote you in as a member vendor at the business meeting. When the dues come out in 2020 you can pay them at that time. If you are a new member store, please email [wacs.wi@gmail.com](mailto:wacs.wi@gmail.com) for membership information.

Please make checks payable to **Wisconsin Association of College Stores**

Mail to:

**The University Book Store**

**ATTN: Angie Maniaci**

**711 State St.**

**Madison, WI 53703**

**Email your completed form to [amaniaci@uwbookstore.com](mailto:amaniaci@uwbookstore.com) if you would like to pay via credit card, I will call you for your credit card. 2% service fees apply.**

We look forward to seeing you in October!

Angie